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***For Immediate Release***

**IWCO DIRECT NAMES FRANK BONCORE AS DIRECTOR OF MAILING OPERATIONS—HAMBURG**

Chanhassen, Minn. (Oct. 4, 2010) — IWCO Direct, a leading national provider of direct marketing solutions, announced that Frank Boncore has been appointed as director of mailing operations – Hamburg. This newly created position will support IWCO Direct’s 24/7 operations at the Hamburg Pa., facility.

Frank brings more than 30 years of direct mail production experience to his new role, where he will be responsible for leading and managing all digital print, lettershop, maintenance and warehouse operations in Hamburg. He began his career with Jetson Direct Marketing as an inkjet operator and advanced to positions including inkjet engineer and engineering manager before assuming his most recent position as director of engineering. Jetson later became part of Transcontinental Direct in March 2005. Frank joined IWCO Direct in April 2010 when the company acquired the U.S. operations of Transcontinental Direct.

“We are pleased to have Frank take on such a crucial role in managing the efficient production of our direct mail programs. As a seasoned veteran of the direct mail industry, he brings a wealth of knowledge to help us deliver highly effective customer acquisition, customer loyalty and customer engagement programs for our customers,” said Jim Andersen, IWCO Direct president and CEO.

**About IWCO Direct**

IWCO Direct ([iwco.com](http://iwco.com)), one of the nation’s largest providers of direct marketing solutions, has served the needs of North American companies for more than 40 years. IWCO Direct helps its customers acquire, retain and engage customers and members through highly personalized paper-based and digital marketing programs. The company provides direct marketing like no one else by seamlessly supplying all design, production, mailing and management services in an integrated “total package” supply chain solution through operations in California, Minnesota and Pennsylvania. IWCO Direct pioneered commingling and continues to provide its customers with dramatic postage savings and faster time to market through its proprietary IWCO P.O.S.T. (Postal Optimization Strategy and Technologies) and RideShare™ commingling and logistics management programs, as well as its automated marketing program platform, proprietary data services and Mail-Gard critical communications recovery services. For the latest information on direct marketing trends, industry news, postal regulations and more, visit the [Speaking Direct](#) blog.

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